LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
ADVERTISING

DATABASE MARKETING ESTIMATE DATE: 06/28/9

CLIENT:	PHILIP MORRIS INC	CLIENT ID#:	BAS6800-93/FLE
L B JOB#:	WR0088	FISCAL YEAR:	93
AD#:		START DATE:	06/28/93
SIZE/COLOR:		REV #:	00
MEDIA/DATE:		REV DATE:	
DESCRIPTION:	BASIC FLEX CARD	PREV REV DATE:	
		SERVICER:	SPANOLA
PRODUCT:	66-BASIC		

	PREVIOUS ESTIMATE	CURRENT ESTIMATE
DYES/PRINTS		
ILLUSTRATION		
RETOUCHING		
REPRODUCTION FEES		
PHOTOGRAPHY		
TOTAL VISUALS		
TYPOGRAPHY/LETTERING		
KEYLINE		
PHOTOSTATS		
TOTAL STUDIO		
PRINTING MATERIAL		
LITHOGRAPHY		
OTHER (SEE NOTES)		1,489.00
COMPREHENSIVE LAYOUT		
TOTAL COMMISSIONABLE COSTS		1,489.00
AGENCY COMMISSION		223.00
TRAVEL AND EXPENSES		1,000.00
TRAVEL/MEALS		100.00
POSTAGE		1,112.00
SHIPPING AND OTHER NET COSTS		300.00
TOTAL GROSS COSTS		4,224.00

NOTES:
ESTIMATE COVERS COSTS FOR DATA ENTRY AND MICROFILMING OF 2925 SURVEYS.

2060169958

AD 4/1/93

CLIENT DATE BRAND AGENCY DATE 7/12/9

Source: https://www.industrydocuments.ucsf.edu/docs/pjfy0004